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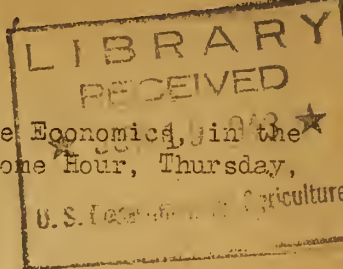
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June 10, 1943

Reserve

TOMATOES--RED, RIPE, AND JUICY



Broadcast by Ruth Van Deman, Bureau of Human Nutrition and Home Economics, in the Department of Agriculture's portion of the National Farm and Home Hour, Thursday, June 10, 1943, over stations associated with the Blue Network.

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VAN DEMAN: It's tomato time down South--in Texas and Mississippi and the other states that supply the markets the country over, about this time every year. Down South, acres and acres of plants are heavy with juicy tomatoes. Every day the growers are loading those tomatoes by the carload--and speeding them by truck and rail northward--westward--eastward.

In other words, now is the time to watch your grocery store counters for this southern tomato crop. Tomatoes are red, ripe, and juicy now.

This good market news should make good dinner table news for you and your family. For fresh tomatoes are point-free tomatoes. And with canned tomatoes so high on the point value list, most of us probably haven't been eating as many this year as we'd like.

For three reasons, your Government frankly suggests that you eat fresh tomatoes when they are abundant in your locality.

The first reason is this: Whenever you buy any foods fresh instead of canned, you're helping conserve our canned goods stock. That will help us eat better next winter. Therefore, the first rule of good wartime shopping is "Buy fresh foods in season, and make your choice among those in greatest supply in your stores from day to day."

The second good reason for buying tomatoes now is that tomatoes are perishable. If shoppers don't take note of increased supplies and increase their buying to match, some tomatoes may go to waste. And you know that we cannot afford to waste even a little bit of food these days.

The third reason for buying tomatoes is this: War or no war, tomatoes are good food. They are vitamin C headliners. As you probably know, we all need to eat some food rich in vitamin C every day. Vitamin C is necessary for good health. But we cannot store it in our bodies. So we have to keep re-stocking with vitamin C every day. Tomatoes have other food values as well as vitamin C. But their vitamin C content is mainly what makes them such an outstanding food.

You get the most of the vitamin C by eating tomatoes fresh. And after all, it's hard to beat a dish of ripe, red, juicy tomatoes, just plain sliced and seasoned with a dash of salt and pepper.

If you want to dress them up more, go ahead. But to me it's a bit like gilding the lily, and tomatoes can help you stretch the meat in a meat loaf--or make a tasty sauce for meat balls. And two of the old favorites are tomatoes and spaghetti or macaroni--and Spanish rice. But why say more? You have your own favorite ways to serve tomatoes.

Anyway, tomatoes are red, ripe, and juicy now--and market supplies are more plentiful than they have been at any time since late last summer.

